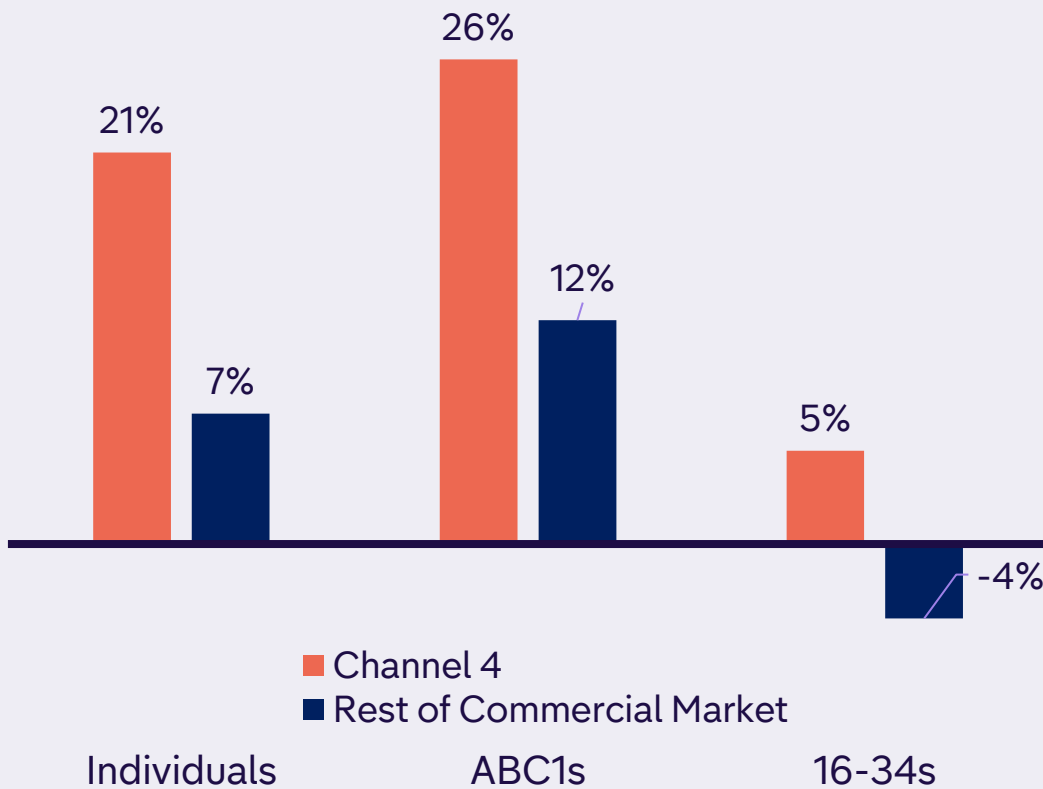


Viewing Report

Thursday 11th March 2021

Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio. If you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact 4Sales@Channel4.co.uk.

Year-on-Year % change in Commercial TV viewing since UK Lockdown



Overview

All 4 Performance Highlights



Week 01.03.21 – 07.03.21

- Views are up 119% vs week 10 of 2020 where Celebs Go Dating topped the charts
- **Married at First Sight Australia S6**, top First Run and Archive title to date. S6 up 140% on S5 with 250% from ep 1 to 41 (0-7 days)
- **Teen First Dates** box set available from launch (22nd Feb), our 4th biggest title of the week!
- **Gogglebox** up 25% week-on-week. Up 42% on S16 (0-2 days, 2ep ave)
- **The Tudors** acquisition adds to Exclusive content growth; +210% vs the same week last year and +195% year-to-date
- **Below Deck** up 62% week-on-week as Married at First Sight Australia finishes. Launched Mon 22nd Feb stripped weekly (E4) in MAFS Aus. slot of 19:30.
- **Reach** is up 57% vs the same week last year, with MAFS Australia and Gogglebox driving individual viewers. All demos up over 33% vs same week last year!

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
Hollyoaks	It's A Sin
Gogglebox	Celebs Go Dating: The Mansion
Teen First Dates	Hollyoaks
Live Test Cricket	The Inbetweeners
The Tudors	Gogglebox
The Inbetweeners	First Dates
It's A Sin	Ackley Bridge
One Tree Hill	One Tree Hill
Below Deck Mediterranean	Taskmaster

119%

Up 119%

All 4 continues to experience huge viewing growth – with total views last week up 119% versus the same week in 2020

106%

Up 106%

Across 2021 to date, we have seen a 106%* year-on-year increase in views

**Owned and Operated platforms*

Channel 4 Performance Highlights



Linear Performance Highlights from W/C 1st March 2021



Gogglebox

- Gogglebox Series 17 episode 2 at 9pm with 4.555m (25.5%) was also up 4% week-on-week winning the slot for Volume and Share across all key trading demo's
- The 25.54% Ind Share was the Series BIGGEST EVER in its 8 years on air. Week 1 consolidated at 5.862m (26%). The Series biggest ever launch episode



Extraordinary Escapes

- Extraordinary Escapes with Sandi Toksvig week drew 1.271 million. A 10% ABC1 share is up 24% vs slot (66% Upmarket Profile)



24 Hours in A&E

- 24 Hours in A&E week 8 attracted 1.409m viewers and a 10% 1634 share. Across 8 consolidated episodes this year the series is averaging 1.8m viewers and a 10% 1634 share



First Dates

- First Dates weeks 1-5 have consolidated at 1.8m and a 21% 1634 share. Last year new episodes averaged 1.5m and a 13% 1634 share



Grayson's Art Club

- Grayson's Art Club week 2 on Friday at 8pm with 967k was up 4% week-on-week with a 7% ABC1 Adult Share (64% Upmarket Profile)

Channel 4 Performance Highlights



The Great Pottery Throwdown

- On Sunday at 8pm week 9 of Pottery Throwdown was up 1% week-on-week with 2.119m. A 14% ABC1 share is up 57% vs slot with a 67% upmarket profile
- In consolidation Pottery Throwdown weeks 1-7 have averaged 3.1m



Love It or List It: Brilliant Builds

- Love It or List It: Brilliant Builds on Wednesday at 8pm was Up 3% week-on-week with 1.726 million. Up 29% vs slot average with an 11% 1634 share and 12% for ABC1 Adults (66% Upmarket Profile)



Undercover Police: Hunting Paedophiles

- The 3 part series Undercover Police: Hunting Paedophiles averaged 1.9 million and a slot winning 21% 1634 share across its 3 week run



Max Clifford: Fall of the Tabloid King

- Max Clifford: Fall of the Tabloid King at 9pm attracted an overnight audience of 949k viewers in a 90 minute slot.



The Last Leg

- The Last Leg series finale at 10pm was up 15% week-on-week with its biggest audience this year of 1.940m (15%). With a slot winning 26% 1634 share



Films

- Saturday night was movie night with **The Hobbit** at 6:45pm watched by 742k viewers. Up 22% vs the slot average for 1634 Volume
- Followed by **Knight and Day** at 10pm with 515k

Channel 4 Performance Highlights



Cricket - England's Tour of India



1st Test Average

- Viewing averaged 542k (12%) peaking with 1.8m (21%) on Sun (Day 3) at 11:29
- Up 92% on the slot average for Individuals; up 183% ABC1's, up 267% Men and up 422% for ABC1 Men
- C4's live coverage of the First Test reached a total of 5.8m people
- All 4 has seen a combined 1.96m views across the watch live and highlights

2nd Test Average

- Viewing averaged 518k (14%) peaking with 1.6m at 10:57am on Sun (Day 2)
- There was a cumulative reach of 5.6m across the 4 days of coverage
- All 4 saw 1.2m views to our Live & Highlights coverage
- Ind Volume up 203% vs slot, 1634's up 76%, ABC1's up 347% and Men up 410%



3rd Test Average

- Viewing averaged 778k (11%) peaking with 1.4m at 1:05pm on Thu (Day 2)
- There was a cumulative reach of 4m across the 2 days of coverage
- All 4 saw almost 1m simulcast views to our Live coverage
- Ind Volume up 118% vs slot, 1634's up 157%, ABC1's up 206% and Men up 292%



4th Test Average

- Across the 3 days the Fourth Test averaged 436k / 13% and peaked with 1.1m at 11:26am on Day 1
- There was a combined reach of 4.7m across Days 1+2
- The All 4 simulcast of the live coverage had 557k views across Days 1+2



Portfolio Performance Highlights



Married at First Sight Australia

- In consolidation MAFS Australia averaged 1.353m and a 15% Share. Up +65% vs all episodes in 2020
- Peaking with 1.718m viewers for episode 36 of 41. 35 of the 41 episodes delivered over 1m viewers compared to 1 across the whole of 2020!



Unsane

- Film4's biggest film of the week was the network premiere of Unsane on Tuesday at 9pm with 349k viewers
- Film4 has delivered over 500k viewers 12 times this year compared to 3 in the same period last year



Ugly House

- More4's highest rating show of last week was Ugly House on Thursday at 9pm with 424k viewers. Up 106% vs the slot average. A 3% ABC1 Share is up 204% vs slot average



Bangers & Cash

- On Thursday at 8pm on Yesterday ahead of the new Series launch Bangers & Cash delivered the Channel's biggest overnight of the year with 475k viewers

Portfolio Performance Highlights

UKTV Play



Week 01.03.21 – 07.03.21

- Views on UKTV Play are up +5% week-on-week and up 39% vs the same week in 2020
- Mel Giedroyc: Unforgivable up +1% week-on-week
- The Bill: The Early Years +35% week-on-week (\$15 launch)
- Bangers & Cash up +52% week-on-week (\$4 launch)

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill: The Early Years	The Bill: The Early Years
Classic Eastenders	Classic Eastenders
The Bill	Taskmaster
Taskmaster	The Bill
Bangers and Cash	Would I Lie to You
Would I Lie to You	Birds Of A Feather
Last of the Summer Wine	Bangers And Cash
Hypothetical	Last of the Summer Wine
Birds Of A Feather	Hypothetical
Zen	Abandoned Engineering